

**ABSTRACT OF THE DISCLOSURE**

In a manufacturing process in a factory or in a maintenance process in a service center, an initial control program or an updated control program is easily written in a digital TV receiver. The digital TV receiver has an IDE connector to which an external memory apparatus through an IDE cable. A main controller judges whether the external memory apparatus is connected or not with utilizing opening terminals of the IDE connector. When the external memory apparatus is connected, the control program is read out from the external memory apparatus, and written into a control program memory of the digital TV receiver or the existing control program is replaced with the updated control program. When the external memory apparatus is not connected, the existing control program is read out from the control program memory and the digital TV receiver is controlled corresponding to the control program.